



October 30, 2018

Dear MCDC,

Thank you for supporting the McKinney Wine & Music Festival! We had a fantastic event thanks to your support and funding! Our 2<sup>nd</sup> year event brought out 4,000 attendees! We had attendees from McKinney, the DFW metroplex and even visitors that flew in from out of state for the event!

Our promotions and advertising were impactful. Our Facebook event page alone received 500,000 views and we had 19,100 people following the event and engaging with us on Facebook. Next year we look to extend the hours of the event and to partner with a local hotel, so we can track our out of town guests more efficiently and draw more attendees by extending the time frame from four hours to six.

We've received amazing feedback from our 2<sup>nd</sup> annual event from event attendees and our event partners. We had over 200 event partners for the festival including McKinney boutiques and shops, small business owners that run businesses out of their home, local McKinney restaurants, food trucks, wineries and our two McKinney non-profit partners.

We are requesting reimbursement for the attached receipts in the amount of \$13,350. As proposed we advertised with local radio, pandora radio, Facebook campaigns, local magazines and flyers.

There's a lot of buzz around the McKinney festival and people are already excited for the 3<sup>rd</sup> Annual event! We love supporting tourism, cultural arts and fun in McKinney, TX! Thank you for supporting the 2<sup>nd</sup> Annual McKinney Wine & Music Festival! We would love to receive your support again next year as we work to grow the event in McKinney, TX!

Thank you,

Lauren Stephan  
SBG Hospitality

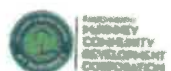
SOURCE	AMOUNT
Pandora	\$1,321
D Magazine	\$1,504
Frisco Style	\$929
Community Impact	\$2,535.00
Living Magazine	\$1,025
McKinney Social	\$150
Cross Roads PR/ Press Release	\$150
Facebook	\$4,446.42
Alpha Media/ 97.5 KLAK	\$1,500.00
Bargain Basement Printing/ Flyers	\$75.54
<b>TOTAL REIMBURSEMENT</b>	<b>\$13,350</b>



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[TICKETS HERE](#)

## WINE, MUSIC, GRAPE STOMPING

Saturday, October 20th | 12pm-4pm | McKinney, TX



### MOVIES

## Sibling Rivalry: How *The Sisters Brothers* Smartly Defies Western Stereotypes

BY TODD JORGENSEN | 5 DAYS AGO

Joaquin Phoenix and John C. Reilly develop a convincing rapport in this stylish examination of cutthroat loyalty, rugged masculinity, and the American dream.



### MOVIES

## A Filmmaker Reconnects With Her Inner Nerd Through the Inspirational Doc *Science Fair*

BY TODD JORGENSEN | 5 DAYS AGO

Cristina Costantini hopes the crowd-pleasing film can change the perception of students with brilliant minds whose achievements aren't always celebrated.

ARTS & ENTERTAINMENT

## MOST POPULAR

1. **Baylor Scott & White Says It Will Merge With Houston's Memorial Hermann**

BY SHAWN SHINNEMAN

2. **Dallas Is One of the Most Dangerous Cities To Drive in the U.S.**

BY MATT GOODMAN

3. **10 Things We Learned About Dallas at the Texas Tribune Festival**

BY JASON HEID

4. **Things To Do in Dallas This Week: Oct. 1 - Oct. 3**

BY NATALIE GENPEL

5. **Dallas Now Has One of the Only Programs in the Country for Open Fetal Surgery**

BY SHAWN SHINNEMAN





**PRESENTED BY MASTER BUILT CONTRACTORS**



**Join us for a fabulous day  
in McKinney Texas!**

**Saturday, October 20th, 12pm-4pm**

More than 100 wines for you to taste,  
delicious food, complimentary photo  
booth, play zone for kids, and grape  
stomp competitions throughout the day!  
The festival will feature 3 bands and local  
artisans and boutiques!

**6633 Virginia Pkwy, McKinney, TX 75071**

**PURCHASE YOUR WINE TASTING  
TICKETS IN ADVANCE TO SECURE YOUR  
SIGNATURE EVENT WINE GLASS AT**  
[mckinneywinefestival.eventbrite.com](http://mckinneywinefestival.eventbrite.com)

  @mckinneywinefest







LOCAL WINERIES



SHOPPING



LIVE MUSIC



OCT  
20  
12PM-4PM

2<sup>ND</sup>  
ANNUAL



PRESENTED BY MASTER BUILT CONTRACTORS

Join us for a day of wine drinking, grape stomping and merriment in McKinney, TX! We'll have over 60 artisans, boutiques and hometown businesses, delicious food, over 100 wines, craft beer, a photo-booth and good-times!

**FREE** FAMILY FRIENDLY!

Wine tastings are \$20 for a signature event wine glass and 10 tasting tickets!

PURCHASE YOUR TICKETS IN ADVANCE ONLINE!  
[WWW.MCKINNEYWINEFESTIVAL.com](http://WWW.MCKINNEYWINEFESTIVAL.com)



McKINNEY  
COMMUNITY  
DEVELOPMENT  
CORPORATION



WINE BISTRO

LIVING LIFE  
ADRIATICA  
CHRISTINE HOGAN  
ERRY BALLIDAY  
REALTORS



ADRIATICA, 6633 VIRGINIA PKWY, MCKINNEY, TX



MCKINNEY

# WINE & MUSIC FESTIVAL

PRESENTED BY MASTER BUILT CONTRACTORS

 **3** BANDS

 **100** WINES

SATURDAY **OCT 20**  
NOON-4PM

SHOPS & BOUTIQUES  
**60+**

FREE ENTRY • FAMILY FRIENDLY!

**\$20** = 10 WINE TASTINGS  
+ A SIGNATURE GLASS! 

**GRAPE STOMPING**

KIDS **PLAY ZONE**

**DELICIOUS FOOD**

ADRIATICA • 6633 VIRGINIA PKWY. • MCKINNEY

**MCKINNEYWINEFESTIVAL.COM**

PRESENTING SPONSORS



FUNDED IN PART BY  
MCKINNEY  
COMMUNITY  
DEVELOPMENT  
CORPORATION

A PORTION OF PROCEEDS WILL BENEFIT

*Love Life* FOUNDATION



TRIM ZONE

2ND ANNUAL  
MCKINNEY  
**WINE & MUSIC**  
FESTIVAL

PRESENTED BY MASTER BUILT CONTRACTORS

SAT **20** OCTOBER 12PM -4PM

TRIM ZONE

Join us for a day of wine drinking, grape stomping and merriment in McKinney, TX! We'll have over 60 artisans, boutiques and hometown businesses, delicious food, over 100 wines, craft beer, 3 bands, a photo-booth and good-times!

**FREE FAMILY FRIENDLY!**  
Wine tastings are \$20 for a signature event wine glass and 10 tasting tickets!



Purchase your wine tasting tickets: [McKinneyWineFestival.com](http://McKinneyWineFestival.com)  
Adriatica, 6633 Virginia Pkwy • McKinney, TX

**LOCAL WINERIES • SHOPPING • LIVE MUSIC**

Love Life FOUNDATION

Master Built CONTRACTORS

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

TRIM ZONE

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living  
MAGAZINE

**WAIT! Did you check SPELLING/GRAMMAR, CORRECTNESS OF INFORMATION & CONTACT?**

DATE 9/17/18

☒ APPROVED\*

☐ CHANGES REQUESTED

☐ CORRECT ERROR & RESEND PROOF

INITIAL **JS**

PLEASE REPLY TO: [JGRADY@LIVINGMAGAZINE.NET](mailto:JGRADY@LIVINGMAGAZINE.NET)

For release  
8 a.m. ET  
September 4, 2018

**Presented by Master Built Contractors, the 2<sup>nd</sup> Annual McKinney Wine & Music Festival is Set for October 20**  
*Free, Family-Friendly Festival Features Live Music, Wine Tasting, Local Restaurants, Kids' Play Zone, Grape Stomping Competition*

**MCKINNEY, TEXAS – AUGUST 28, 2018** – The 2<sup>nd</sup> Annual McKinney Wine & Music Festival presented by [Master Built Contractors](#) is an afternoon of free fun for everyone featuring live music, a kids' play zone, delicious local food, wine tastings, shopping and the must-see grape stomping competition. The event will be held on October 20, 2018, from 12:00 p.m. to 4:00 p.m. at Adriatica in McKinney, Texas.

"Master Built Contractors is proud to present the 2<sup>nd</sup> Annual McKinney Wine & Music Festival, which is a wonderful event for the whole family," said Don Hughes, Founder of Master Built Contractors. "The Wine & Music Festival provides the community with another great opportunity to connect and celebrate cultural arts in McKinney. We're excited to see everyone in October!"

The stage will be rockin' with non-stop entertainment by Redwine Band, Aaron Hendra and the Maylee Thomas Band.

Crepes, pizza, hibachi and an assortment of beverages are just a few of the delicious bites local restaurants and food trucks will have available for purchase all afternoon.



More than 20 North Texas wineries will be serving 100 varieties of wine. Wine lovers can purchase 10 wine tasting tickets for \$20 onsite or online at <http://mckinneywinefestival.eventbrite.com/>. Each purchase includes a signature event wine glass, and a portion of the wine tasting event proceeds will benefit the [Love Life Foundation](#).

Attendees will not want to miss the grape stomping competition where teams of two will compete for bragging rights and a free bottle of wine. It promises to be entertaining for spectators and competitors alike as one team member stomps grapes while the other collects the juice coming out of the spout. The \$20 entry fee will go towards [Warriors Keep](#) of McKinney.

While parents enjoy food, wine and shopping at the more than 60 boutiques and artisan booths, kids can play with friends and make new ones in the Kids' Play Zone Presented by Trinity Falls.

For more information on the McKinney Wine & Music Festival, visit <https://www.mckinneywinefestival.com/>. If you'd like to participate or sponsor, please email us as [info@mckinneywinefestival.com](mailto:info@mckinneywinefestival.com). This event is made possible thanks to the McKinney Community Development Corporation.

#### **About Master Built Contractors**

Master Built Contractors is a locally owned and operated general contractor company and specializes in roofing and insurance restoration. We are centrally located in the Dallas, Texas, and currently serve the Dallas/Fort Worth, San Antonio, Houston and Mississippi areas. As one of the leading locally based roofing contractors we bring over 50 years of construction and insurance claim experience to your business, home and family. For more information, visit us at [www.dfwmasterbuilt.com/](http://www.dfwmasterbuilt.com/) or contact us at 1-888-780-6206.

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